

Store Hours
9 to 5:30

Spring Time Fashions

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Rosemonde Jasmine Valerie

French Ways of Wraps

Fringe-like fur (commonly known as monkey fur) in shaggy smart trims wraps of Parisian creation. For evening, gleaming cloth of gold is encased again and again, and satin still holds popular reign. For the boulevard "wrappy" styles of light but warm materials are paraded by casual strollers.

Rosemonde wears a bolivia wrap, a copy of Bernard. Lined with fancy pussy willow silk. \$74.75.

Jasmine This evening wrap is of cloth of gold chiffon, covered with tiers of monkey fur. Lined with green georgette. An original of Royant. \$229.00.

Valerie wears a satin wrap with a cape collar with tiers of monkey fur. A copy of Cheruit. \$269.00.

Original imports as well as adaptations are here for your selection at moderate prices. Even at \$69.75.

You may choose wraps of bolivia, silvertone, Gloveskin twill, trico velour, duvet de laine, in the shades most appropriate for street wear. Also genuine camels' hair coats in the new lengths.

A Velveteen Sport Coat \$38.75

Cleverly made with satin Tuxedo collar, tight sleeves, and with the narrow shoulder line so courted this season. Lined with peau de cygne.

Third Floor, 34th Street, Front.

Foreword

SO many things new in numberless modes of Spring fancies that there is no one characteristic to be emphasized above its pretty, irresistible companions. Just to whisper the word Spring wings an avalanche of colors woven in novel and enticing ways, whether led by caprices of metallic and lustrous silks or woollens of weaves already favorites.

Preparations for Spring have long been planned. Here you may review and most likely find the thing you have sought in imagination.



Among the Parisian Creations The Egyptian Toque of Lewis

The hat pictured is a famous Egyptian toque of Lewis, fashioned of Cellaphone and Chantilly lace.

Our millinery representative has just returned from Paris and we have been busy preparing Spring hats according to her interpretations of the new Paris ideas.

Other new models as attractive and novel and many other less expensive chapeaux suitable for Spring occasions are on view.

Second Floor, 34th Street, Front.



Laurette Odette Suzette

Suits in the Spirit of Spring

Tailored with buoyant swagerness that only Springtime inspires, these suits make one feel more than ever that they are much-to-be desired essentials. Many of them are charming in their three-fold intricacies—the skirt, blouse and coat are definitely related by some touch of brocaded satin and silver.

Checks deftly pocketed, tricotines heavily embroidered, give lines of graceful and persuading loveliness. These and more await your approval.

Laurette Wears a velour check very cleverly made with unusual collars and pockets. \$98.75

Odette Tricotine navy suit trimmed with braid

and embroidery. The ripple coat is flared in becoming lines. \$129.00

Suzette A tricolette suit is trimmed with Frizette de laine; collar may be high in French fashion. \$114.00

Third Floor, 34th Street, Rear.



Springtime Blouses

are demure in spite of extravagant braiding.

The blouse illustrated is of superior Georgette crepe, effectively braided. Two soft ends are to be tied in a fly-away bow in back. The sleeves are short, the neck square. Tiny inserts of real fillet are tucked into the corners of the neck, proving the fascination of fine detail. This blouse may be had in white, flesh, bisque, gray and sunset.

\$18.74 Tax 38c

Another blouse of Georgette crepe has an intricate design of silk braiding. The square neck and the cuffs are piped in a contrasting color and each shoulder holds a prim row of tiny buttons. It is a creation of Springlike daintiness. The colors are white, flesh, bisque and orchid.

\$18.74 Tax 38c

Third Floor, 34th Street.

	Regularly	Special
"Chypre" perfume, 1/2 ounce	\$2.86	\$1.72
"Chypre" perfume, 2 ounces	\$8.84	\$5.19
"Chypre" perfume, 8 ounces	\$27.75	\$12.89
"Bluet" perfume, 2 ounces	\$8.84	\$5.19
"Bluet" perfume, 4 ounces	\$14.04	\$7.74
"Bluet" perfume, 8 ounces	\$27.75	\$12.89
"Bluet" toilet water, 6 ounces	\$6.75	\$3.89
"Bluet" face powder	\$2.34	\$1.29
"Bluet" Soap	\$1.50	74c
"Ambre Hindou" perfume, 1/2 ounce	\$2.86	\$1.72
"Ambre Hindou" perfume, 2 ounces	\$8.84	\$5.19
"Ambre Hindou" perfume, 8 ounces	\$27.75	\$12.89
"Ambre Hindou" toilet water	\$6.75	\$3.89
"Ambre Hindou" lotion	\$4.24	\$2.05
"Ambre Hindou" face powder	\$3.75	\$1.81
"Nuit de Mai" perfume, 1/2 ounce	\$2.86	\$1.72
"Nuit de Mai" perfume, 2 ounces	\$8.84	\$5.19
"Nuit de Mai" perfume, 6 1/2 ounces	\$22.36	\$10.89
"Nuit de Mai" toilet water	\$6.75	\$3.89

Exquisite French Perfumes A Sale with a Story

The maker, "Grenoville," is given, by the judges both here and abroad, the "highest award." In other words, it is conceded that his perfumes are of the highest quality. A change in the financial arrangement between the maker and the American agent made it possible for us to buy out the agent's entire stock at a price low enough to offer them to our patrons at forty per cent. less than the regular prices. The perfumes are put up in exquisite cut glass bottles.

It will be of interest to note that "Chypre," the first on the following list, is the perfume of greatest favor in Paris at the present time.

Special attention is called to the unusual reduction on the eight ounce bottles.

These perfumes will be displayed in a special glass case in the center of the Main Floor.



The prices quoted include revenue taxes and will maintain only until the lot is sold.

	Regularly	Special
"Victoria" perfume, 1/2 ounce	\$2.86	\$1.72
"Victoria" perfume, novelty cut bottle, 2 ounces	\$18.20	\$10.38
"Victoria" perfume, 4 ounces	\$14.00	\$7.74
"Victoria" lotion	\$4.94	\$2.59
"Rose Myrto" perfume, 2 ounces	\$8.84	\$5.19
"Rose Myrto" perfume, 8 ounces	\$27.75	\$12.89
"Jasmin Blanc" perfume, 2 ounces	\$8.84	\$5.19
"Jasmin Blanc" perfume, 6 1/2 ounces	\$22.36	\$10.89
"Jasmin Blanc" toilet water	\$6.75	\$3.89
"Iris" perfume, 2 ounces	\$8.84	\$5.19
"Reverie" perfume, 2 ounces	\$8.84	\$5.19
"Violet Grenoville" perfume, 1 1/2 ozs.	\$7.00	\$3.64
"Violet Grenoville" perfume, 2 1/2 ozs.	\$8.84	\$5.19
"Violet Grenoville" perfume, 6 1/2 ozs.	\$22.36	\$10.89
"Violet Grenoville" toilet water	\$6.75	\$3.89
"Cologne Russe," 6 ounces	\$4.94	\$2.58
Perfume sets	\$20.80	\$10.38
Perfume sets	\$29.90	\$15.48



New Neck Frills Just Arrived from Paris

Twenty of them have come from Paris, bringing the finishing touches to complete the smart costume. A gleam of gold or silver cord reminds one that fashion wills that metallic notes may be harmonized or contrasted with wrap, suit, or dress. We have just in:

The Medici collar combined in a fluffy net effect outlined with silver or gold trimming.

The "Navy with Red" embroidered Organdie guimpes with 1920 frills effects and

Other designs best seen to be appreciated.

Main Floor, Centre, Front.

Our Annual Mid-Winter Sale of Good Furniture in its 3rd week continues to give home furnishers GOOD furniture at saving prices.

R. H. Macy & Co.
Herald Square Inc. New York

Our Semi-Annual Housefurnishing Sale begins Tuesday, 9 A. M. For details see Monday's Mail and Evening Journal.